

MingleMedia TV Network

We're Making TV Social

Wine Channel TV Web Series Now Playing

For more info visit: www.winechanneltv.com

WineChannelTV (WCTV) is a visionary online web video destination that drives conversation & how people talk, drink & interact with wine. No eye-squinting, encyclopedia looking wine ratings or text mania talk about wine here. It's simple; wine, video, & stories to be told. Follow your own "red brick road" from the video to a new wine maker, wine foodie expert, or just a new "wino" buddy from the other side of the equator. WineChannelTV features original web video programming & content & was founded in 2009 by Jessica Altieri, Certified Sommelier. Jessica is a wonderful story teller and knows how to foster the conversation about the love of wine while engaging her audience.



You can watch this web TV series on-demand on the Mingle Media TV Network.

Mingle Media TV is the perfect place to reach your target demographic thru creative, social marketing brand engagements that are wrapped around topics in LIVE, real-time, hour long authentic conversations
Moms, Women & Baby Boomers

Why Social TV?

- Women are drawn to social engagements online through blogs, Twitter, Facebook, video, conferences, text messaging, mobile, etc...
- Stay-at-home Moms are looking for friends, parenting info, ways to save money, to be green, fit travel, technology, & more
- Boomers are seeking ways to stay in touch with family, friends and make new friends

MingleMedia.TV

- Our content providers are authors, travel, fitness, fashion, lifestyle, health, HR, relationship experts, parents, bloggers, celebrities, and the like
- We have a sphere of influence that reaches our target audience off and online through blogs, websites, Twitter, social networks, radio and TV, businesses, mobile, events and is magnified by word-of-mouth and other channels
- It's our marketing know-how, show topics and hosts that make each hour long conversation a social connection that can pull in true brand engagements with an authentic voice, where we can create unique campaigns with distribution of content to other portals with your brand message

Total Time US Consumers Spend per Month Viewing Video on TV, Internet and Mobile Phone, Q4 2008-Q2 2009 (% change*)

	Q4 2008	Q1 2009	Q2 2009
Watching TV in the home	5.0%	3.1%	2.4%
Watching timeshifted TV	82.4%	92.3%	57.9%
Using the Internet	7.0%	8.0%	18.4%
Watching video on Internet	-	73.9%	62.7%
Mobile subscribers watching video on a mobile phone	-	-	52.4%
Total	6.2%	4.2%	4.5%

Note: total time calculated by multiplying reach for each medium by average hours per month; *change from average month in quarter vs. average month in same quarter of prior year
Source: The Nielsen Company, "A2/M2 Three Screen Report," February, May and September 2009; eMarketer calculations, September 2009

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www.eMarketer.com

Our Shows

The Mingle Media TV Network is designed to create interactive, "Live" streaming video web shows where the audience and viewers can engage in a real-time conversations on topics they are interested in...